





**PUBLIC  
INVOLVEMENT  
STRATEGY**

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## CALFED Bay-Delta Program Programmatic Draft EIR/EIS

### Roll Out Strategy *updated 03/04/98*

#### Overview

In March 1998, the CALFED Bay-Delta Program will release for public review a coordinated, multi-agency draft Programmatic Draft Environmental Impact Statement/Report of various alternative for the environmental and water management problems associated with the Bay-Delta system. The goal of the solution is to develop a long-term comprehensive plan that will restore ecological health and improve water management for beneficial uses of the Bay-Delta system.

#### Approach

The intention is that no stakeholder in the CALFED process be surprised by the content of the draft. This will be achieved through a multi-step release strategy in which the alternative narrowing process is conducted in a public forum with stakeholder input.

#### Key Messages

Throughout the narrowing process and during the release of the PEIS/R, it will be important to put forth clear and consistent messages about both the Bay-Delta system and the process of developing a solution to fix it.

##### *Bay-Delta System Messages*

- Every Californian depends on the Bay Delta system
- The system has lost its ability to adequately meet water or environmental needs
- If the system is not fixed, California's environment, trillion dollar economy and quality of life are at risk.

##### *CALFED Process Messages*

- There is a new way of resolving water conflicts in California
- There will be trade-offs
- The real work is just beginning
- The public needs to give feedback on the trade-offs

#### Pre-Release Outreach

Due to the ambitious technical and decision-making schedule, it will be important to make a concerted effort to keep elected officials, stakeholders and other interested parties informed about

the progress of the narrowing process. This process has already begun with speaking engagements, public meetings, media outreach and via regular updates in CALFED publications. In December, January, and February, however, several other activities will need to take place, including:

- Congressional staff briefings
- Legislative staff briefings
- Stakeholder/opinion leader briefings

### **Timeline**

There are several key milestones in the decision-making process many of which provide opportunities for public outreach activities.

<b><u>Date</u></b>	<b><u>Milestone</u></b>
12/12*	<b>BAY-DELTA ADVISORY COUNCIL</b> -- CALFED staff presents work to date on narrowing process. Discussion of optimized alternatives and emerging trade-offs to be considered.
12/17*	<b>ACCORD EXTENSION</b> -- CALFED agencies announce extension of the Bay-Delta Accord.
Mid-December	<b>ADMINISTRATIVE DRAFT CIRCULATED TO AGENCIES</b> -- Agencies will have an opportunity to review the administrative draft of the PEIS/R. It will not contain the preferred alternative.
12/18-12/19	<b>POLICY GROUP MEETING</b> -- CALFED policy makers give direction to CALFED staff on the selection of a preferred alternative.
12/22	<b>IDT REFINES ALTERNATIVE</b> -- IDT begins incorporating Policy Group direction on preferred alternative into PEIS/R.
Starting Week of January 20	<b>BRIEFINGS</b> -- CALFED staff holds informal briefings with legislative staff to provide an update on process of identifying a preferred alternative.
January 26-27	<b>POLICY GROUP MEETING</b>
January 29*	<b>BAY-DELTA ADVISORY COUNCIL</b> -- CALFED staff presents work to date on development of draft PEIS/R.

PEIR/PEIS Roll Out Strategy

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Updated

- February 9-11            **CALFED Agencies**--CALFED obtains final feedback to draft PEIS/R
- February 26-27         **POLICY GROUP MEETING**
- March 4-6                **BRIEFINGS** -- CALFED staff in Washington, DC to brief federal agencies and key congressional contacts
- Starting March 2        **BRIEFINGS** -- Policy Group members, CALFED staff and stakeholders commence briefing various stakeholders, ed boards, elected officials, etc.
- March 9                  **EDITORIAL BOARD**--San Francisco Chronicle; Sacramento Bee
- March 10                 **EDITORIAL BOARD**--Contra Costa Times; Chico Enterprise Record; Redding Record; Bakersfield Californian
- March 11                 **EDITORIAL BOARD**--San Jose Mercury News; Fresno Bee
- March 13                 **EDITORIAL BOARD**--Los Angeles Times
- March 16\*                **FORMAL RELEASE** -- Copies of the draft PEIS/R are distributed for public review.
- March 16\*                Sacramento/Delta media event -- TBD
- Starting March 17        **EDITORIAL BRIEFINGS** -- CALFED staff continue editorial board briefings.
- March 19-20\*            **BDAC MEETING** -- Burbank.
- April 3\*                 **SUPERSESSION ORIENTATION** -- CALFED staff provides a supersession orientation workshop in Sacramento.
- Week of April 20  
Through Week of  
May 11\*                 **FORMAL PUBLIC HEARINGS** -- CALFED staff holds 12 public hearings throughout the state:
- Week of April 20:  
Ontario (Tuesday, April 21);  
Fresno (Wednesday, April 22)  
Oakland (Thursday, April 23)

Week of April 27

Burbank (Tuesday, April 28)  
Bakersfield (Wednesday, April 29)  
Santa Cruz (Thursday, April 30)

Week of May 4:

Irvine (Tuesday, May 5)  
Walnut Grove (Wednesday, May 6)  
Chico (Thursday, May 7)

Week of May 11:

San Diego (Tuesday, May 12)  
Antioch/Pittsburg (Wednesday, May 13)  
Redding (Thursday, May 14)

May 14\*

**BDAC MEETING -- Redding**

June 1

**END OF FORMAL PUBLIC COMMENT PERIOD.**

March through  
Summer

**TBD -- WORKSHOPS -- CALFED staff holds single topic workshops throughout the state (i.e., water transfer, effects of bromide).**

\*Public Meeting

**Bay-Delta Advisory Council Participation**

Bay-Delta Advisory Council members have a variety of ways they may participate before, during and after the release of the draft.

*Briefing stakeholders and opinion leaders, editorial boards and legislators--CALFED staff can help coordinate the following briefings: small roundtables with various stakeholders; editorial boards, and with elected officials (i.e., county boards of supervisors).*

*Being available for media interviews--CALFED staff will coordinate a media event for the roll-out, and can coordinate interview opportunities throughout the process*

*Making speeches--CALFED staff can provide speaking opportunities, general presentation materials and assistance with talking points*

*Attending formal public hearings*--Bay-Delta Advisory Council members should be available to attend one or more public hearings. CALFED staff will call to determine availability as soon as the hearing schedule is set.

### **Outreach Materials**

*Key Decision Summaries* -- CALFED staff will prepare informal summaries of key milestones and decisions to disseminate to the Public Affairs Group, as well as the CALFED web site, on an as needed basis.

*News Releases* -- CALFED staff will prepare and distribute news releases as appropriate prior to the release and at the time of release.

*Talking Points* -- CALFED staff will prepare appropriate talking points for the media event and for special meetings.

*Newsletters* -- The December, January and February issues of CALFED News and Eco-Update will contain articles about the narrowing process and emerging trade-offs.

*Fact Sheets* -- CALFED staff will update Program fact sheets for distribution to interested parties.

*Executive Summary* -- CALFED will prepare a technical executive summary.

*Primer--Layperson's Guide*--CALFED will prepare a guide that describes the process, the alternatives, the highlighted alternative, and answers commonly asked questions.

*Template Articles* -- CALFED staff will prepare articles for distribution to local newspapers and stakeholder newsletters describing the draft preferred alternative.

*B-Roll Footage* -- CALFED will produce Bay-Delta b-roll footage.

*Camera-Ready Maps/Other Visuals* -- CALFED staff will produce and distribute camera ready visuals to major print outlets prior to the release.

*Media Tours, Stakeholder Panels, and Technical Workshops*--CALFED staff will organize.

*Overheads and other presentation materials* -- CALFED staff will produce and distribute.

*Website* -- CALFED staff will produce a special section that includes various reports, information and presentation materials.